

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Confirmation No.: 5628

Craig Mowry

Date: July 25, 2007

Serial No.: 09/756,581

Group Art Unit: 3622

Filed: January 8, 2001

Examiner: Arthur D. Duran

For: A METHOD AND SYSTEM FOR ELICITING CONSUMER DATA BY  
 PROGRAMMING CONTENT WITHIN VARIOUS MEDIA VENUES TO  
 FUNCTION COOPERATIVELY

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**VIA EFS-WEB**

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450

**AMENDMENT/SUBMISSION**

Sir:

This is a response to the non-final Office Action mailed January 25, 2007 in the above-identified application. Reconsideration of the application is respectfully requested.

**FEE CALCULATION**

Any additional fee required has been calculated as follows:

If checked, "Small Entity" status is claimed.

NO. CLAIMS AFTER AMENDMENT	HIGHEST NO. PREVIOUSLY PAID FOR			EXTRA PRESENT	RATE	ADDITIONAL FEE
TOTAL 107	MINUS 114	* =		0	X (\$25 SE or \$50)	\$0-
INDEP. 7	MINUS 7	** =		0	X (\$100 or \$200)	\$0-
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM					X (\$180 or \$360)	\$0-

\* not less than 20

\*\* not less than 3

TOTAL \$0-

If any additional payment is required, credit card payment in the amount of \$\_\_\_\_ is submitted via EFS-WEB.

In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee during the prosecution of this application is not paid, the Patent Office is authorized to charge the underpayment to Deposit Account No. 15-0700.

**CONTINGENT EXTENSION REQUEST**

If this communication is filed after the shortened statutory time period had elapsed and no separate Petition is enclosed, the Commissioner of Patents and Trademarks is petitioned, under 37 C.F.R. § 1.136(a), to extend the time for filing a response to the outstanding Office Action by the number of months which will avoid abandonment under 37 C.F.R. § 1.135. The fee under 37 C.F.R. § 1.17 should be charged to our Deposit Account No. 15-0700.

**SUMMARY OF AMENDMENTS**

1.  If checked, an abstract (an amended abstract) is submitted herewith.
2.  If checked, amendment(s) to the drawings are submitted herewith.
3.  If checked, amendment(s) to the specification are submitted herewith.
4.  If checked, amendments to the claims are submitted herewith.